

Intention of Consumers towards Product (A Case of Punjab Pakistan)

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Abstract

The purpose of this study is to evaluate the attention of the consumer toward the product, and to observe how the color, font style and the element of the packaging become the cause of the enhancing the attention of the consumer. The target population of our research is the different place of the Punjab city (Lahore, Multan, D.G.Khan, Muzafargrah and Layyah). 150 quantity of questionnaire are distributed among the respondents for gathering of the data and random sampling technique are used and statistical tool like the SPSS software were used for checking the questionnaire reliability and then analysis of variable done by the correlation test. The research finding shows that the independent variables influence the dependent variable.

Keyword: Intention of consumer, font style, Color, Element of Packaging

Introduction

The major focus of this study is consumer intention by the product and also evaluate the the loyalty of the consumers. The intention of the purchase is refer to like the chance for the purchase decision of the customer for any particular product in the market and selection of the item in the class of the various types of the items (Crosno, Freling and Skinner (2009)). In the recent environment consumer market are growing rapidly each and every year and the number of the competitor are increasing day by day which having the different types of the product and goods increases steadily. For standing out of the one company against to another company, every company enhancing their marketing strategy for invention of something new and achieving the competitive advantages for delivering of the product to the end user. Element of the packaging is consider the one of the marketing tool which become the cause of the priorities among the competitors. Product properties include the product color, shape, quality; ingredient, symbols and information about the product become the cause of the intention of the product for the customer. All the properties of the product enhance the perception and intention of the consumer in the market during the purchase decision (Brace et al., (1998)).

Color considers the major attribute of the product for enhancing the attraction of the consumer (Imram et al., (1999)). Human behavior is influence by the product color such as some color cause the happiness and sadness. In the recent competitive market the color scheme refer as the decision of the purchase which becomes more obvious. According to the Fishbin and Ajzen (1975) states that the "the best single forward planner of the people behavior is the gauge of his purchase intention to do from their behavior". In view of the (heidarzadeh, kambiz; alvani, seyedmahdi; ghalandai, kamal (2010) that People purchase intention is like the probability for purchase of the specific product, if they spend more intention then in that situation that have positively impact on the product of the company. Intention of the purchase is refer to that in which the customer switches from one product to another product by refusing of the product (Yoo, Donthu and Lee 2000). Various people point out the environmental issue for any types of the intention of purchase. For any marketer it is challenges that create the image in the mind of the consumer for acceptance of the product and enhance the intention of the purchase (Jobber (2000) build like taking into consideration somewhat purchasing a brand and look forward to to purchase a brand give support to to range the intentions of purchasing (Porter, 1974). In view of the Howard (1991) that the consumer plans is actually relate with the purchase intention for making the actual purchase during the period purchasing. Purchase intention also clearly explain as the push for or inspiration by the product element of the packaging and arising from mind of the consumer to purchase of the any particular brand after they use of the product and looking the shape quality, text and style of the product (Mc Carthy, 2002, p.298; Durianto & Liana, 2004, p. 44; Madahi & Sukati, 2012).

The fundamental factor for judging the consumer behavior is consumer purchase intention in view of marketing product by show quality, style and background in the product (Durianto & Liana, 2004). Its evidence given by other various researchers (Pi et al., 2001; Pavlou & Gefen, 2004) that they also state that For building of the brand equity the purchase intention are considered as the final factor and lead to repeat purchase behavior of consumer in future. There are two main perspectives in the purchase intention of the consumer which are the brand choice and consumer satisfaction (Rizwan et al., (2012)). Purchase intention of the new consumer is used from consumer behavior and brand choice and from the existing consumer predicts consumer satisfaction (Madahi & Sukati, (2012)).

The basic motive for conducting of this research is to find out how the intention of the consumer are influence from the product shape, size, color, quality and the element of the packaging. In the recent market every product show different types of the product style, background, shape and quality in the mind of the consumer but color of the product and the element of the packaging have a significant impact on the intention of the consumers.

Problem Statement

The basic purpose of this survey is to figure out the attraction of the consumer toward the product. And see the link between consumer intention toward the product packaging, color and the style of the product and to see how font style and color of the product affect consumers Mind and buying behavior.

Research question

- ❖ How the intentions of the consumer are influence by the product color?
- ❖ How the font style enhance the on the intention of the consumer?
- ❖ Is the element of the packaging influence the consumer intention?

Literature review

Purchase intention

The consumer's intention for purchasing of the any product depends upon the concentration for satisfying their needs. Various consumers think that the purchasing of the product will satisfy their need Kupiec&Revell, (2001). In view of the howard et al., (1991) that the intention of the purchase related with plan of the consumer for making the purchase decision in certain time period. Generating of the advice and motivation from the mind of the consumer after evaluate for purchase intention (Mc Carthy, 2002, p.298; Durianto& Liana, 2004, p. 44; Madahi&Sukati, 2012). In the term of the marketing brand the basic factor is consider to the intention of consumer toward the product and consumer behavior predication (Durianto& Liana, 2004). The evidence is give by the (Pi et al., 2011; Pavlou&Gefen, 2004) that intention of the purchase influence the consumer for final buying decision and great lead to the repeat purchase behavior of the consumer . According to Tariq et al., (2013) that for purchasing of the any product the consumer intention consists on multi-step process, In the start collection of the information about the product which consumer wants to purchase regarding their needs. After evaluate the product by use of that and if the product becomes suitable for their need then he will repeat purchase and show the positive mount of the words.

Interest of the consumer toward the product and information of the product are considered as the factor for measuring of the purchase intention Hosein (2012). The feeling of the consumer toward the product influences the consumer for purchase of the any product. Product information provides the additional knowledge to the consumer about the way of using and ingredient of the product. The intention of the consumer is influence from the packaging color, material, size, shape, background, quality, image, picture and graphical information Nilsson &ostrom (2005). In the market consumer look various types of the product but the consumer purchase the specific product which have more attraction toward the consumer.

Font style

Font is the element of the packaging which become the attribute attraction of the consumer attention. style of the product attract the consumer for purchasing Rosta et al., (1997) Font style is also considered the important element for capturing of the intention of customer in the market. Attractive style of the product becomes the cause of the repeat purchase behavior Gallen&Sirieix (2007). According to the customer perception that the font style is a printing element on the product and it become the cause of capturing the market in efficient way. Font style on the label and the stricture of the packaging enhance the convince of the user create the positive image in the mind of the user. The beautiful and modern font style of the packaging becomes the cause of the attraction of consumer toward product. New technology of create the innovative style of the product that enhance the perception of the consumer. Mostly companies are spending their attraction in advertising toward the style of the product and having the best practice of packaging style. The attractive packaging product always shows the innovative font style. So we can say that there is relation of between the consumer buying behavior and style. Now a day there is competitive environment in marketing among the different company and they are focusing on the packaging. Each and every day they are changing the style of the packaging for attracting the consumer. Packaging element like the front style, size of the product and color of the product are considered the momerable elements. Better remember of the consumers product is that which have the attractive font style Silayoi et al (2007).

H1: *font style of the product has positive impact on the intention of the consumer.*

Color of product

Sometime purchase decision of the consumer by seeing of the product particular color because people are associate with the color and prefer the specific color during the purchase decision madden et al., (2000). In view of the silayoi and speece (2007) that following are the packaging element (shape, symbol, color, graphical pattern, size and picture). Images are consider the attribute of the packaging because it may serve diagnostic piece of information in the purchase behavior underwood et al. (2001). The most important attribute of the packaging is the chosen of the particular color from the various availability of the colors and the design of the product further increase the value of the product. Color considers the important element for sustaining and creating the value in the mind of the consumers. Also having the strongly association with the different brand

Madden et al., (2000). Mostly it is seen in the children that they prefer the specific color of food item, toys and the other material even that have less advantage of product but matching is necessary with their perception silayoi, speece,(2004). Color help the consumer to visually look and create the difference in the competitive brand nilsson&Ostrom, (2005). Now a day the experience of the consumer relate with the lot of the product which are available in the market but the selection of the specific color because that color capturing the attention of the consumer. Product color show the different meaning like the green color which shows the natural, secure relax and way of easy going. Human excitement are shown from the red color also the hot passionate and strong are show by the red color, affordable , power and informal message are shown by the orange color. Brown color shows the relaxed and informal masculine nature. White colors indicate the goodness, cleanliness, refinement, purity and formality. Power of personality authority and mystery are shown by the black color. The perceived quality of the consumer are relate with the color Liechtling, (2002). Consumer take various mean from the various color and color are use in the religious and given the preferences (lichtle, 2002). Sometime color becomes the main reason to impact on the consumer perception toward the specific product (Babin et al., 2003). Different studies by Roullet (2004) demonstrations the consequence of various types of color over consumer perception just before the quality, value and end user attraction.

H2: *color of the product significantly influences the intention of the consumer.*

Element of the packaging

In the competitive marketing the element of the packing are considered most important thing for purchase and sale of the any product because some time element of packaging become the cause for attraction of the consumer and due to the attractive packaging style they purchase product .Sauvage (2006) shown the personal experience regarding the packaging that shape of packaging product create a memorable image of product in the mind of the new consumer with also existing consumer. Underwood et al 2001 noted that packaging picture considered as the important attribute as compare to the verbal communication and non-verbal. Element of the packaging provide more increasing and also attract the consumers.

The consumer perception and purchase intention towards packaging is also influenced by packaging variables like images, color, size, designs, and shape (Kermainejad, 2007). Graphics and color are also very important in packaging because they build in the mind of customer (Grossman Wisenblit 1999). Sometime large pack of the product provide the more value to the consumer as compare to little pack of the product vila (2006). Color become the cause of the consumer perception because some culture prefer the particular color. Shape of the product help the consumer for handling and controlling the product and also easy to transfer the product from one place to another. Mostly people like those product which are match with their personality. According to the Kotler (2003) that the characteristics of the packaging consists on the followings major element which are mostly focus by the company for manufacturing of the product like (shape, size, safety, shelf lie, convenience of use, convenience of storage, extra use, color, ingredient). Kotler (2003) define that the good product should have all that characteristics like the size, text, color, material, symbol, shape and text.

H3:*Element of the packaging has positively impact on the intention of the consumer.*

Research Methodology

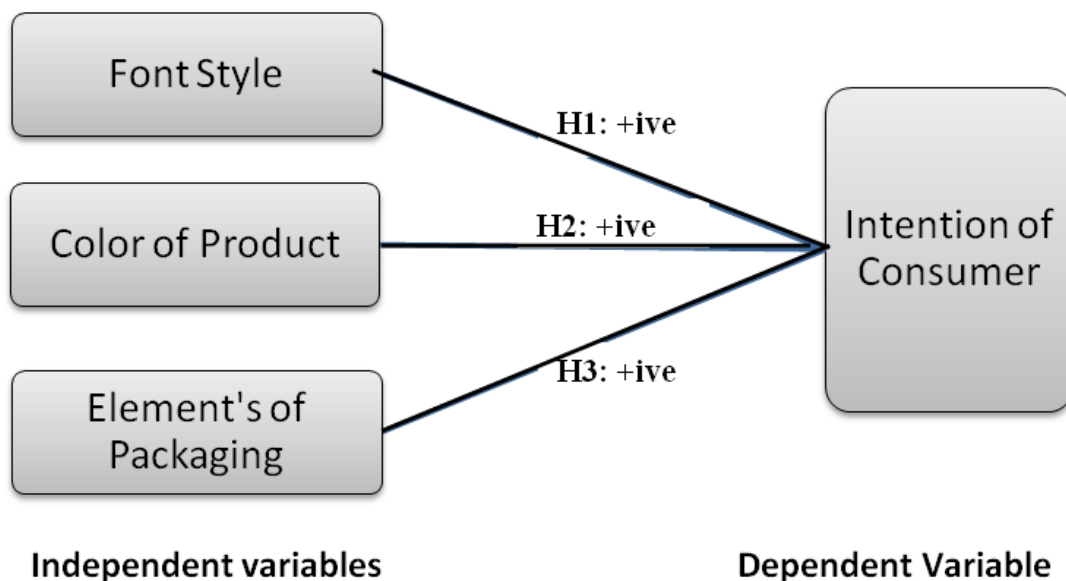
Measures

This survey research is base on the primary and secondary data. To fulfill the basic need of this research the questionnaire are developed after comprehensive study of the literature. And each variable at least consist on the five different types of the question. It was ensure to each and every respondent during the filling of the equsnionnaire that their response would by in confidential. In the questionnaire developing the likert scale are used with the choice of the 1-agree, 2-strongly agree, 3-neutral, 4- disagree and 5-strongly disagree.

Sample

Random sampling techniques are used because it provide the accurate result. Population of the sample of distractsMultan, Lahore, D.G.Khan, Muzafar Grah and Layyah. This research is based on the tasting of the hypothesis for investigation of the variables like the consumer purchase intention, product style, font style and the element of the packaging which influence the intention of the consumer. Data were collected by the distribution of the questionnaire which are filled from the male and female of the professional group, employee, customer and other 200 questionnaire are distributed among the respondents and 150 were received by the 120 are selected for the further process in SPSS because they are accurate filled by the respodents. There were four variable are used for that research which dependent and independent and each variable having more than five different types of the questions which are ask from the respondents.

Theoretical framework



Hypothesis Development:

Fallowing Hypothesis are developed from literature

H1: font style of the product has positive impact on the intention of the consumer.

H2: color of the product significantly influences the intention of the consumer.

H3:Element of the packaging has positively impact on the intention of the consumer.

Data collection

Data are collected from the different place of the Punjab cities. All the data were collected by use of the social media, email, spot filling, posting of the data, use of the friend and the direct meeting to the consumer in the market of the Punjab. For the interpretation and analysis of the data SPSS-18 are used and drawn the table of the disruptive frequency, reliability and the correlation analysis table.

Validity and reliability

For checking the he questionnaire validity and reliability SPSS-18 are used. If it is valid then it can be used for further research process. Our survey show the Chron Batch alpha vale 0.78 which exceeded than the standard level of the reliability value, which is shown that our hypothesis test and level of regression are enough sufficient.

Frequency

For the collection of the data the questionnaire tool are used. Questionnaires aredistributed among the respondents among the male and female also different level of education and source of the income.

Frequency Table

TABLE: 01

| | | gender of participant | | Valid Percent | Cumulative Percent |
|-------|--------|-----------------------|---------|---------------|--------------------|
| | | Frequency | Percent | | |
| Valid | male | 47 | 39.2 | 39.2 | 39.2 |
| | female | 73 | 60.8 | 60.8 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

This table 1 show that there are 47 male respondents and 73 are the female. The responses of the respondents are including for the further process and the number of the female are more than the male.

Table: 02

| | | age of participant | | | Cumulative Percent |
|-------|---------------|--------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | |
| Valid | under 25 year | 43 | 35.8 | 35.8 | 35.8 |
| | 25 - 40 year | 20 | 16.7 | 16.7 | 52.5 |
| | 40 - 60 year | 57 | 47.5 | 47.5 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

The table 02 show that there are 43 people belong to the age of the under 25 during the filling of the questionnaire from the different market. And 20 respondents belong to the age level between the 25 to 40 years. The maximum response for that research is received from the higher age of the people which are 57 and the total is 47 percent of the whole frequency.

Table: 03

| | | source of income | | Valid Percent | Cumulative Percent |
|-------|--------------|------------------|---------|---------------|--------------------|
| | | Frequency | Percent | | |
| Valid | student | 43 | 35.8 | 35.8 | 35.8 |
| | professional | 28 | 23.3 | 23.3 | 59.2 |
| | businessman | 12 | 10.0 | 10.0 | 69.2 |
| | other | 37 | 30.8 | 30.8 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

This table shows the source of income of the respondents from the various place of Punjab. There are 43 student response which are include for the research and the professional people belong to the 28, businessman 12 and the respondents belong from the others various factor 37 in quantity.

Table: 04

| | | education of participant | | | |
|-------|------------------------|--------------------------|---------|---------------|--------------------|
| | | Frequency | Percent | Valid Percent | Cumulative Percent |
| Valid | primary school only | 24 | 20.0 | 20.0 | 20.0 |
| | up to secondary school | 20 | 16.7 | 16.7 | 36.7 |
| | higer education | 76 | 63.3 | 63.3 | 100.0 |
| | Total | 120 | 100.0 | 100.0 | |

The responses of the people belong to the primary school only total 24 which is only 20 percent of the frequency. And respondents belong to the secondary school level 20. There are 76 people are belong to the higher education which are used for the purpose of research survey.

Correlations Analysis

the values among variables for correlation analysis consumer intention, product color, style of font and the element of the packaging are given in above mention table 1. The range of significance value from 0.05 to 0.01.

| | Correlations | | | |
|---------------------------------------|---------------------|---------------------|-------------------------------|---------------------------------|
| | Color_ mean | Font style _mean | Element of packaging _mean | Intention of consumers _mean |
| color _mean | 1 | .437** | .766** | .643** |
| Pearson Correlation | | .000 | .000 | .000 |
| Sig. (2-tailed) | 120 | 120 | 120 | 120 |
| N | | | | |
| Font style _mean | .437** | 1 | .637** | .697** |
| Pearson Correlation | | .000 | .000 | .000 |
| Sig. (2-tailed) | 120 | 120 | 120 | 120 |
| N | | | | |
| Element of packaging _mean | .766** | .637** | 1 | .812** |
| Pearson Correlation | | .000 | .000 | .000 |
| Sig. (2-tailed) | 120 | 120 | 120 | 120 |
| N | | | | |
| Intention of consumer | .643** | .697** | .812** | 1 |
| Pearson Correlation | | .000 | .000 | .000 |
| Sig. (2-tailed) | 120 | 120 | 120 | 120 |
| N | | | | |

** . Correlation is significant at the 0.01 level (2-tailed).

H1: font style of the product has positive impact on the intention of the consumer.

The above correlation table show that there is a positive relationship between the color of the product and the consumer purchase intention with having the value of ($r = .643^{**}$ at $P = .000$). The significant level is 0.000 which is less than the alpha level so we accept the hypothesis. It is further conclude that the some color enhance the intention of the consumer toward the product.

H2: color of the product significantly influences the intention of the consumer.

The above table explain the correlation suggested a strong relationship between the font style of the product and the intention of the consumer i.e. ($r = .697^{**}$ at $P = 0.000$) which is good. According to the analysis of the above table H2 is accepted because their P value is less than the alpha level which is 0.01. So we can say that the font style of the product become the cause of the intention of the consumers.

H3: Element of the packaging has positively impact on the intention of the consumer.

The correlation value ($r = .812^{**}$ at $p = 0.000$) in the above table clearly define that there is highly positive significant relationship between element of packaging and intention of the consumers.. So the H3 hypothesis we cannot reject due to having P value which is less than the alpha level. The research result regarding the intention of the consumer toward the product satisfied hypothesis which is as confident level has a highly positive impact. Consumer prefers better quality, color, shape and design of product.

Conclusion and recommendation

Our research finding is that the intentions of the consumer are influence by the product color and the style of the product font. The elements of the packaing are the fundamental factor for influence the intention of the consumer in the market during the purchase behavior. Font style of the product and the color are shown some message to the people and help during the purchase decision. all the element of the packaging like the shape, quality, text and size of the product are major attribute for enhancing the consumer perception and purchase intention of the consumer. Element of the packaging shown the information of the product like where they are made, which are ingredient are include, who is the manufacturer, when is manufacture, what is the expiry date, what is the weight and other text information are consider the major attribute during the purchase. Color and font style become the cause influence the intention as well as cause of the repeat purchase while the element of packaging keeps customer attraction toward the product and have direct impact on consumer buying behavior. There are several conclusion of this research that the color and the font style have direct impact on the consumer purchase intention. It is also conclude that element of the packaging like quality can save the product, achieve the attraction of consumers and cause of more preference than other product. all the basic element of packaging like beautiful background, color, shape, proper labeling, arrows, icons, and small (smart) packaging inspire the consumer toward the product.

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